

# BARRY SHATZMAN

## PROFESSIONAL SUMMARY

I provide senior level Data Architecture, Database Design, Oracle Development, and Oracle DBA services to companies of all sizes. With my full life cycle experiences, I understand the practices needed to ensure the highest quality deliverables. That expertise, along with my respect and dedication to the client, has been rewarded by several return engagements.

Data Design Expertise includes:

- Business requirements/rules gathering and analysis
- Logical modeling (Entity-Relationship and Dimensional Star Schema)
- Data integrity and quality
- Modeling tools (Oracle Designer, ERwin, ER/Studio) use and administration

Oracle Expertise includes:

- Physical database design
- Database Administration (version 5 -> 8i)
- Application development (SQL, PL/SQL stored procedures/packages, Perl)
- Application tuning, SQL optimization

## PROFESSIONAL HIGHLIGHTS

### SiteRock

*SiteRock is a startup company in Emeryville, CA that monitors commercial web sites.*

Data Architect (2000 – 2001)

- Created an enterprise level data model that supported SiteRock's operational data needs from end-to-end. This involved requirements gathering and analysis, business rules documentation, logical design, and an initial physical design.
- Implemented CASE standards, including the evaluation and selection of a modeling tool to replace Oracle Designer.
- Designed and developed an Oracle database-monitoring product that integrated with SiteRock's web and network monitoring systems.

### Intuit

Consultant (1999 – 2000)

- Reverse-engineered Intuit's marketing database into Oracle Designer. This effort included much research into undocumented data and analysis of business rules.
- Redesigned and rewrote critical data load applications to improve performance.
- Provided direction on methodologies used in maintenance of the database model and the development process.
- Lead architect and data modeler in various application design projects including privacy implementation for TrustE certification and redesign of Intuit's marketing database to increase usability, maintainability, and scalability.
- Developed application to implement customer privacy for Intuit's telemarketing campaigns.
- Planned and implemented the complete migration of the production marketing database.

## Nonstop Solutions

*Nonstop Solutions is a startup company in San Francisco, CA specializing in inventory replenishment optimization for retail pharmacies and distribution centers.*

Consultant, Product Manager (1997 – 1999)

- Designed and implemented a system that determined optimal drug inventory levels for a chain of retail pharmacies. Responsible for the entire life cycle including project management, requirements, logical and physical database design, application design, testing, implementation, operations, and support.
- DBA for development, test, and production databases.
- As Product Manager, hired and supervised one person who was responsible for report development.
- Documented and implemented data design standards.

## Pacific Bell

Consultant (1996 – 1997)

- DBA for the development of Pacific Bell Financial Data Warehouse databases.
- Provided physical design for an Operational Data Store and data marts.
- Wrote ETL applications to transfer data from data warehouse to data marts.

## US Postal Service Information System Services Center

Consultant (1994 – 1996)

- Modeled, designed, and implemented a national database with 85 distributed regional databases containing revenue history, sales activity, and contact management for the entire Postal Service corporate marketing base.
- Provided requirements analysis and logical modeling for an electronic commerce customer management database.
- Administered development, test, and production databases.
- Reverse-engineered a mainframe based database into Oracle CASE\*Dictionary to enable maintenance of the data elements.

## Oracle

Technical Analyst / Consultant (1989 - 1993)

- Provided technical support for database administration and Oracle CASE products
- DBA for support databases housing CASE tools
- Taught CASE, SQL, and DBA classes.
- Wrote and presented papers at Oracle conferences worldwide including the International Oracle Users Group and the European Oracle Users Group. Presentations included:
  - Administration Of CASE\*Dictionary
  - Maintaining On-Line Applications Using CASE
  - Oracle Backup And Recovery In The IBM Mainframe Environment
- Managed all technical support issues for Oracle's distributor in Israel.
- Provided ORACLE consulting at client sites. Roles included logical modeling, physical database design, application building, and database administration.

## IBM

Programmer (1985 – 1989)

- Wrote reporting software for a US Government classified project.

- Provided on-site support as Lead Software Technical Advisor for this project.
- Technical lead for data development for this project.

## **EDUCATION**

BS Computer Science      University of Maryland  
BA Psychology              University of Maryland

## **ADDITIONAL QUALIFICATIONS**

Teaching experience

Management and leadership experience

Previously held DoD Secret Clearance and EBI

Professional Memberships

- International Oracle Users Group
- Northern California Oracle Users Group
- Oracle Development Tools Users Group